

SUSTAINABLE DESIGN:

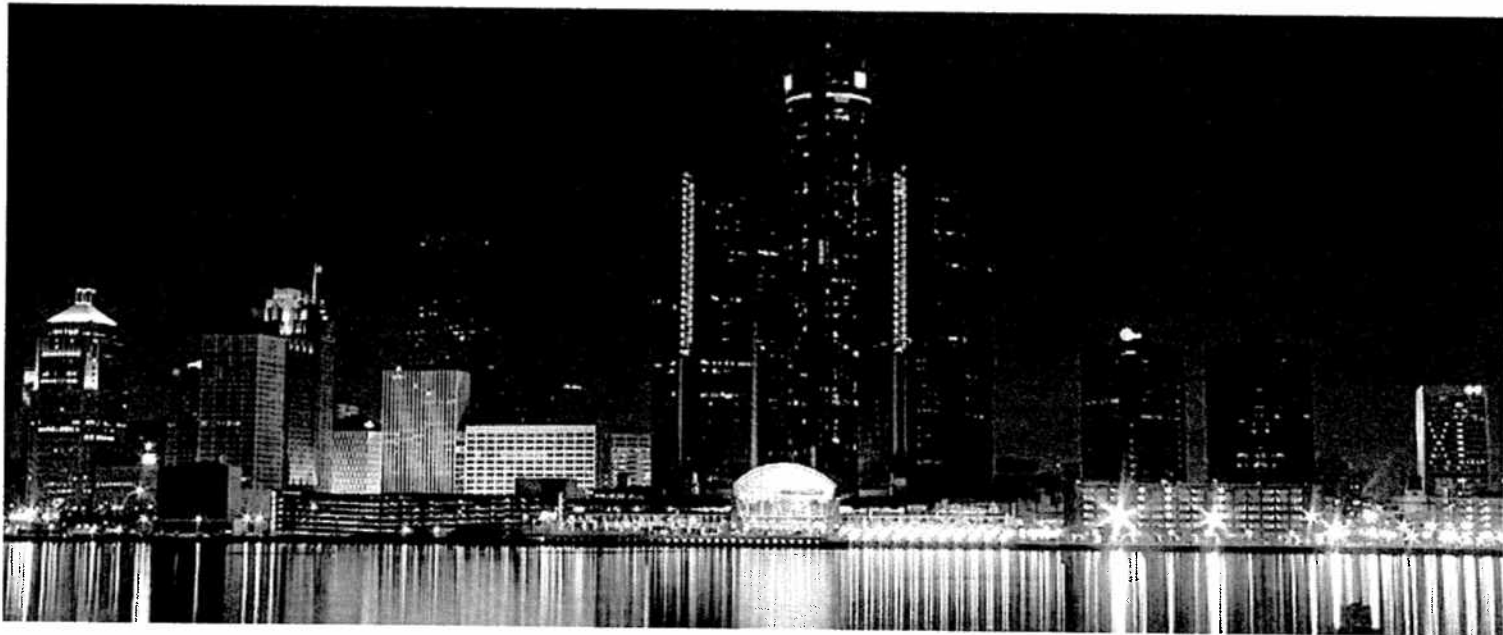
A Competitive Advantage for Michigan



February 16, 2010

Michigan's Design Heritage

Michigan is home to many of our nation's largest and most technically sophisticated design firms.



What is Sustainable Design?

“meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

- U.S EPA



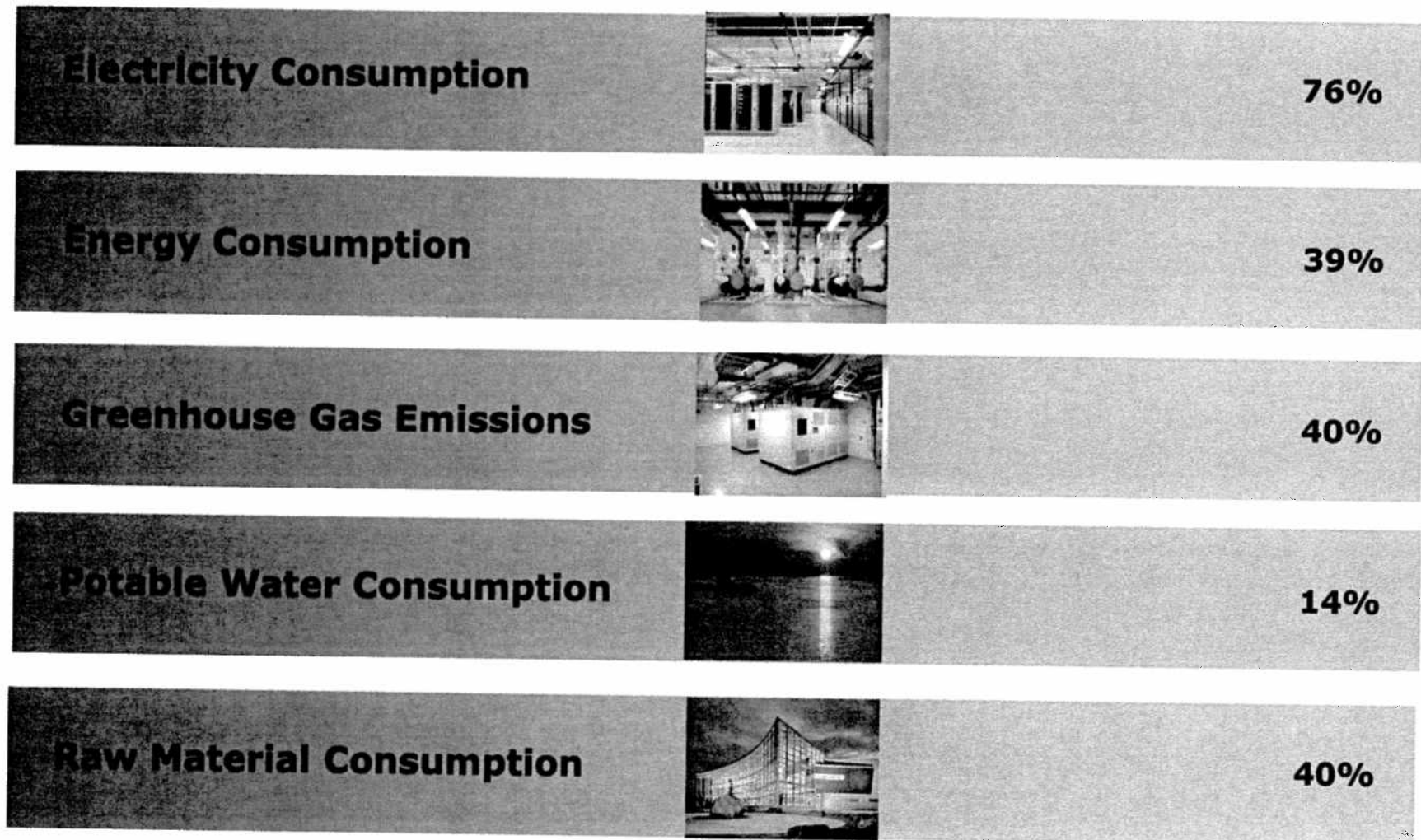
Enduring companies and their facility assets must be sustainable

“Green” Building Programs

- ☐ LEED
- ☐ Green Globes
- ☐ Energy Star
- ☐ Green Guard
- ☐ AIA 2030
- ☐ Living Building Challenge



Buildings Today



(U.S. Energy Information Administration)

Next Generation Buildings

Average “green” building savings:

- ☐ 30% in energy consumption
- ☐ 35% in greenhouse gas emissions
- ☐ 40% in potable water consumption
- ☐ 70% in waste reduction

(U.S. Green Building Council)

No cost increase for “green” buildings

Green Building Benefits

☐ Planet

- Improved air and water quality
- Conservation of natural resources

☐ Profit

- Lower operating costs
- Improved productivity

☐ People

- Improved work environment
- Reduced healthcare costs



Direct Impact to Michigan

- ☐ Job creation
- ☐ Reduced business cost
- ☐ Michigan branding
 - Connection to millennials



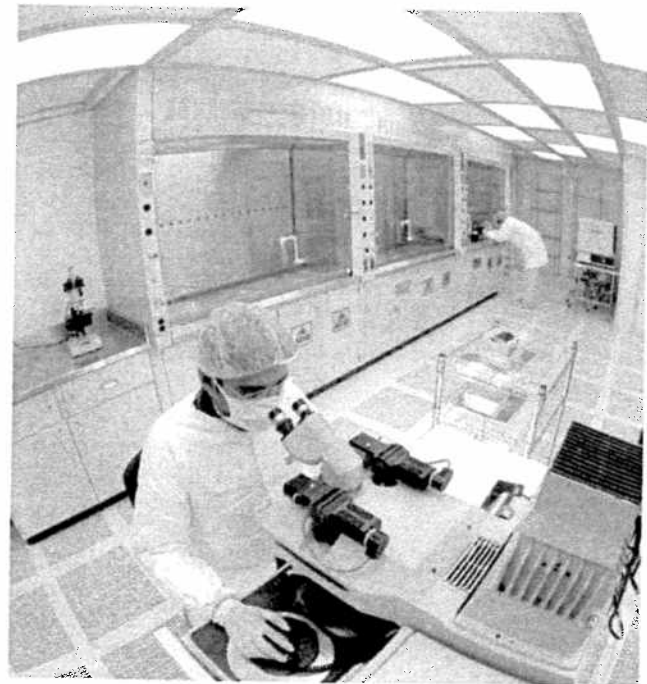
Job Creation

- ☐ Create new “green” jobs in Michigan
- ☐ Attract “green” businesses to Michigan
- ☐ Export Michigan expertise to other states



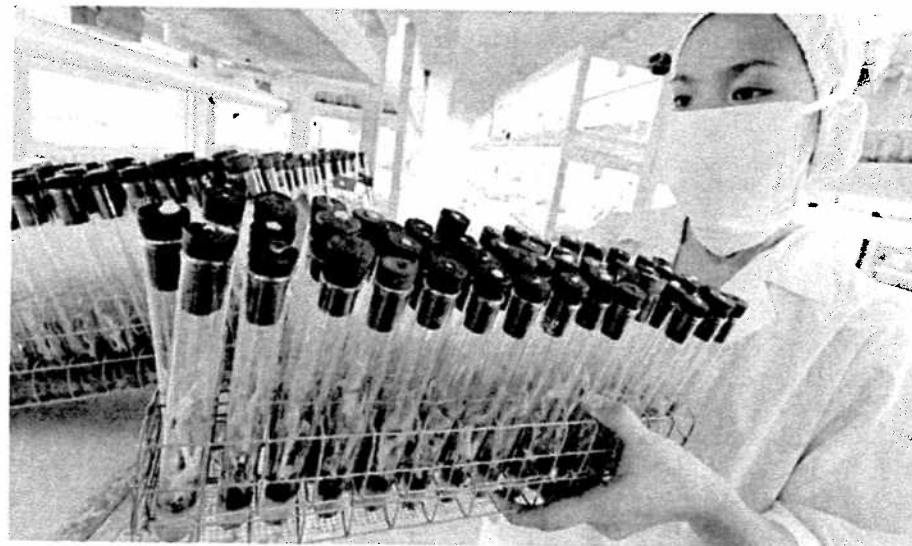
Reduced Business Cost

- ☐ Preserve utility company capacity
- ☐ Lower facility operating cost



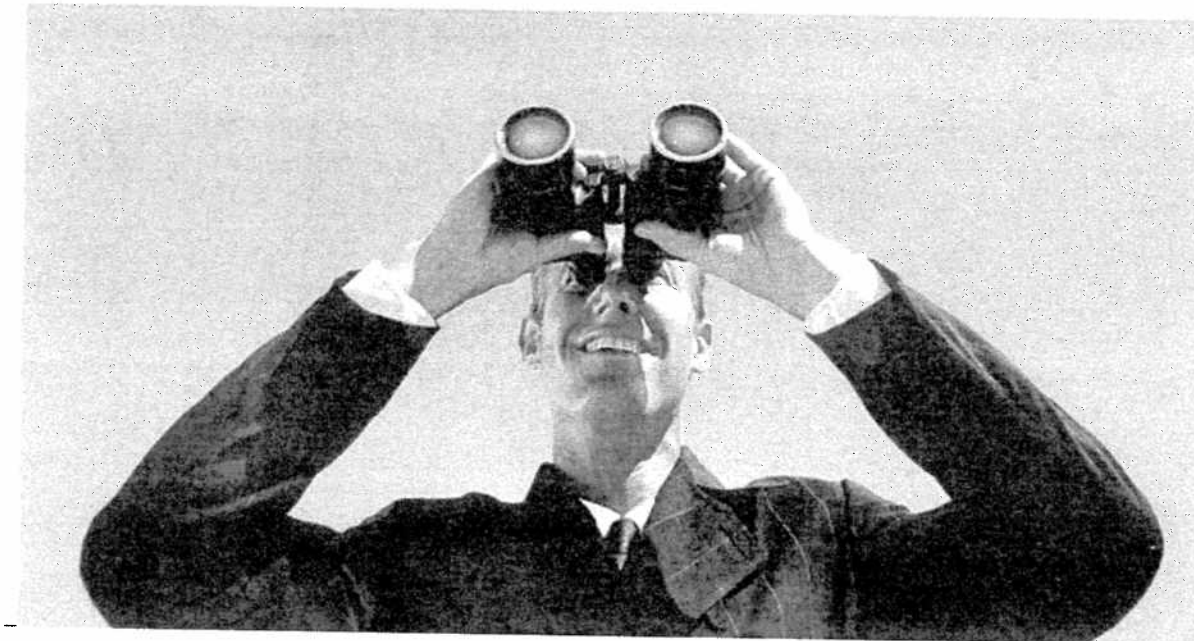
Michigan Branding

- Positive post-auto image for Michigan
- Leverage technical expertise
 - Alternative energy
 - Life science
 - Education
- “Green” jobs appeal to millennials



Our Responsibility to You

- ☐ Serve as your expert technical resource
- ☐ Clarify process issues that impact legislation
- ☐ Inform on business impacts of green initiatives
- ☐ Identify relevant efforts of other states/industries



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